

The New USGS Visual Identity System

The USGS excels at providing reliable, impartial information to describe and understand the Earth and its resources. We communicate the results of our science through a wide variety of USGS products and activities. However, many of our customers are unaware that our science helps every citizen every day. A consistent organizational "look and feel," or visual identity, will improve recognition of USGS contributions to the earth and biological sciences. Incorporating this visual identity will become part of the planning process for the many forms of USGS communication.

A new USGS Visual Identity System has been developed that consists of two parts: a communications framework and graphic design guidelines. Used in concert, they promote visual consistency to all audiences and throughout all media. The communications framework will help to determine the most appropriate medium and

product(s) for a targeted audience. The graphic design guidelines address the consistent use of a single USGS organizational identifier.

Our new identifier, shown above, has three elements: a monogram, "USGS"; an abstract graphic; and a motto, "science for a changing world." The three elements have been carefully designed to complement each other. The monogram identifies who we are. The graphic elicits many visual interpretations, such as layers of the earth,

information flow, contour lines, a bird in flight, or flowing water. The motto articulates the relevance of our multidisciplinary mission in a changing world.

This poster contains a description of the communications framework and examples of its use, a summary of the basic USGS graphic design guidelines, as well as an array of USGS products created using the new Visual Identity System.



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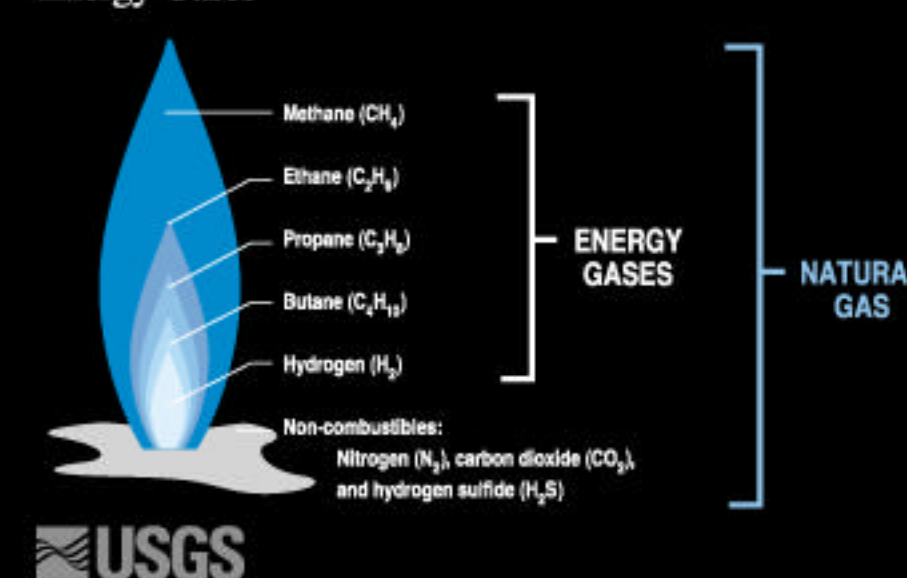
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The Future of Energy Gases

Energy Gases



Sponsored by the USGS in cooperation with the Idaho Water
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Toward Clean Water and Healthy Habitat:

The Upper Snake River and its Effects
on Animals and Plants

August 29, 2006

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